

IN THE CLAIMS:

Please add new claims 8-71 as follows:

- 8. A method for merchandising products of merchants to customers, the method comprising:
- displaying content comprising a product and product information in a plurality of locations, the product information including a product ordering number;
 - identifying a customer who wishes to order a product;
 - receiving the product ordering number from the customer;
 - matching the product ordering number to a corresponding merchant; and
 - communicating the customer and product ordering number to the merchant.
9. The method of claim 8, wherein the content is still image content.
10. The method of claim 9, wherein the content is video image content.
11. The method of claim 8, wherein the content is displayed for a predetermined time period.
12. The method of claim 8, further comprising transmitting the content to the plurality of locations.
13. The method of claim 12, wherein the transmitting comprises transmitting the content to the plurality of locations by a means selected from a group consisting of high speed

cable, satellite, phone, high speed line, cellular phone, available frequencies, Internet, radio, radio pulse transmission, high speed optical fiber and a physical delivery of the product and product information stored on a physical medium.

14. The method of claim 12, further comprising converting a format of the content into a single format for display.

15. The method of claim 8, further comprising reviewing content prior to display for appropriateness.

16. The method of claim 8, further comprising verifying the displaying of the content.

17. The method of claim 16, wherein the verifying comprises capturing image and time data of the display of the content.

18. The method of claim 8, further comprising detecting customer traffic at least one of the plurality of locations.

19. The method of claim 18, further comprising generating a market analysis report from the detection of traffic.

20. The method of claim 8, further comprising billing the merchant for merchandising the product.
21. The method of claim 20, wherein the billing comprises transmitting billing information to the merchant.
22. The method of claim 8, wherein the display comprises a plurality of pixels, the method further comprising detecting defective pixels in the display.
23. The method of claim 22, further comprising automatically calibrating the defective pixels based on the detecting.
24. The method of claim 8, wherein the displaying comprises splitting a display screen into at least two portions and displaying the content on less than the at least two portions.
25. The method of claim 24, further comprising, displaying unrelated content on the other of the at least two portions.
26. The method of claim 24, wherein the unrelated content is image data of a live event.

27. The method of claim 8, further comprising communicating/availability of display locations and time to the merchant.
28. The method of claim 27, further comprising purchasing the display of content for predetermined locations and time according to a fixed schedule.
29. The method of claim 27, further comprising purchasing the display of content for predetermined locations and time according to a bidding process.
30. The method of claim 8, wherein the product ordering number indicates both a product and the merchant offering the product.
31. The method of claim 8, wherein the receiving comprises transmitting the product ordering number to a remote location, different from display and customer locations.
32. The method of claim 31, wherein the transmitting comprises transmitting the product ordering number over a telephone line.
33. The method of claim 32, wherein the transmitting of the product ordering number comprises entering the product ordering number on a telephone keypad.

34. The method of claim 32, wherein the transmitting of the product ordering number comprises speaking the product ordering number and recognizing the spoken product ordering number.

35. The method of claim 32, wherein the identifying step comprises creating a database of customers each customer in the database having corresponding customer information.

36. The method of claim 35, wherein the creating comprises prompting a customer for the customer information if the customer is a new customer.

37. The method of claim 35, wherein the identifying is automatically determined from at least a portion of the customer information.

38. The method of claim 37, wherein the customer information comprises a customer telephone number and the identifying comprises recognizing a customer telephone number and comparing the recognized customer telephone number with the telephone number in the customer information.

39. The method of claim 37, wherein the customer information comprises a voice sample of the customer and the identifying comprises recognizing a voice sample of the customer and comparing the recognized voice sample with the voice sample in the customer information.

40. The method of claim 35, wherein the customer manually enters data to establish his or her identity.
41. The method of claim 8, further comprising prompting the customer for the product order number after the customer has been identified.
42. The method of claim 8, further comprising confirming the receipt of the product ordering number from the customer.
43. The method of claim 8, further comprising communicating ordering options to the customer after receipt of the product ordering number.
44. The method of claim 8, further wherein the matching comprises creating a database of merchants each merchant in the database having corresponding merchant information, including at least product offered by display.
45. The method of claim 44, further comprising updating the database of merchants periodically.
46. The method of claim 45, wherein the updating comprises transmitting updated merchant information from the merchants to the merchants database.

47. The method of claim 8, wherein the communicating comprises transmitting data indicating the customer and product ordering number to the merchant.
48. The method of claim 47, wherein the transmitting comprises transmitting the data indicating the customer and product ordering number over a telephone line.
49. The method of claim 8, further comprising the merchant confirming receipt of the customer and product ordering number to the customer.
50. The method of claim 49, wherein the confirming is preformed by transmitting confirming information to the customer.
51. The method of claim 50, wherein the confirming information is transmitted to the customer by e-mail.
52. The method of claim 8, further comprising verifying customer credit card information to the merchant.
53. The method of claim 52, wherein the credit card information includes whether the customer has credit available on a credit card to purchase the product ordered.
54. The method of claim 8, wherein the product is a good.

55. The method of claim 8, wherein the product is a service.
56. The method of claim 8, wherein the product is product literature.
57. The method of claim 8, wherein the product information includes a product literature ordering number, the method further comprising:
- identifying a customer who wishes to order product literature for a product;
 - receiving the product literature ordering number from the customer;
 - matching the product literature ordering number to a corresponding merchant;
- and
- communicating the customer and product literature ordering number to the merchant.
58. The method of claim 57, further comprising, sending the product literature from the merchant to the customer.
59. The method of claim 58, further comprising creating a customer database having entries of customers and corresponding customer information, the customer information including at least a preference for sending product literature.
60. The method of claim 8, further comprising, shipping the product from the merchant to the customer.

61. The method of claim 8, further comprising communicating shipping information to the customer after receipt of the product ordering number.

62. The method of claim 61, further comprising verifying of the communicated shipping information by the customer.

63. The method of claim 62, wherein the receiving of the product ordering number from the customer is by telephone and the verifying comprises pressing a button of a keypad of the telephone.

64. The method of claim 62, wherein the receiving of the product ordering number from the customer is by telephone and the verifying comprises speaking a verification command and recognizing the spoken command.

65. The method of claim 8, further comprising generating a database having product entries and product shipping information corresponding to the product entries, the method further comprising computing shipping options based on the product shipping information and communicating the shipping options to the customer.

66. The method of claim 8, further comprising verifying product availability to the customer for the product ordered.

67. The method of claim 66, wherein the verifying of the product availability comprises:

linking to an inventory database of the merchant;
determining if the ordered product is available in the inventory of the merchant; and
communicating the availability to the customer.

68. The method of claim 67, wherein the receiving of the product ordering number from the customer is by telephone line and the communicating of the availability is through a spoken message to the customer.

69. The method of claim 8, further comprising transmitting global position data from the customer indicating the location of the customer.

70. The method of claim 69, wherein the communicating further comprises communicating the global position data to the merchant.

71. A system for facilitating the ordering of a product displayed with a product ordering number, the product being offered by a merchant, the system comprising:
means for receiving the product ordering number from a customer;
means for identifying the customer;